



MASTER THESIS

Communication on Wine Tourism in a Tuscany Winery

Giovana de Pardo Mêo

Internship developed at Casanuova Thilo Besançon
Tuscany, Italy

Professional supervisor
Thilo Besançon

Academic Supervisor
Professor Amélia Brandão
Professor Carlos Brito

University of Porto
June 06, 2022

TABLE OF CONTENTS

1. INTRODUCTION	3
1.1 Duties and activities performed during the internship	3
2. CONTEXT	3
2.1 The History	3
2.2 CasaNuova Thilo Besançon	4
2.3 Wine Touristic Offer	7
2.4 Communication	8
2.4.1 Website	8
2.4.2 Social Media	8
2.5 SWOT Analysis	11
3. METHODOLOGICAL APPROACH	15
3.1 Data Collection	15
3.2 Data Analysis	16
4. LITERATURE REVIEW	18
4.1 Tuscan Region	18
4.2 Wine Tourism	19
4.3 Biologic Wine	20
5. DISCUSSION	21
5.1 Brand Portfolio	21
5.2 Brand Logo	22
5.3 Applications	22
6. CONCLUSION	24
7. ACKNOWLEDGEMENTS	24
8. BIBLIOGRAPHY	25
9. ANNEXES	26

ANNEXES

A.1 TABLES

A.2 IMAGES

A.2.1 FOLDER WINES

A.2.2 FOLDER ACTIVITIES

A.2.3 PLACEMATS

A.2.4 TOUR INFORMATION BOARDS

ABSTRACT

This thesis was written based on the internship of the student Giovana Vieira de Pardo Mêo at the Casanuova Thilo Besançon winery. It took place between February and May 2022 and was specifically in the company's wine tourism area. This is a small, family-owned company in the region of Tuscany, Italy.

The main question to be answered is how to better communicate and publicize the company to those who are already guests and also to an external public.

During the internship, a market study was carried out with an analysis of competitors, of the current tourist activities already offered by the winery, in addition to an internal analysis of the company in which the biggest challenge was to communicate the brand, products and activities.

In the end, it can be said that a better understanding of its qualities has already been created, a communication standard with the intention of passing on its attributes and following the objective and, although not everything has been implemented in this short space of time, great steps have been taken consistently in a direction outlined. With bases, planning and specific objectives.

Keywords: Winetourism, Winery, Communication, Communication Plan

Abbreviations:

IGT - Italian classification *Indicazione Geografica Tipica*

OIV - International Organization of Vine and Wine

SEO - Search Engine Optimization

SWOT analysis: Analysis based on Strengths, Weaknesses, Opportunities and Threats

UNESCO - United Nations Educational, Scientific and Cultural Organization

WINTOUR - Master on Wine Tourism Innovation

1. INTRODUCTION

This master thesis has been developed during the fourth semester of The Erasmus Mundus Master on Wine Tourism Innovation (WINTOUR) course 2020 - 2022. The internship was performed at CasaNuova Thilo Besançon, a winery located in Figline e Incisa Valdarno, Tuscany region in Italy, from 15th of February till 27th of May and included the development of several tasks related to marketing and wine tourism.

The main objective for the internship was to provide an evaluation of the current situation and to develop a communication and strategic plan on wine tourism.

For this, a market study was carried out with analysis of other wineries in the region and their wine tourism offers, including research through their websites and social networks and also on-site visits to some of these wineries, following a varied sample for better understanding.

In parallel, the winery's communication was developed both internally and for the market.

This thesis aims to understand and develop a better way to communicate with the market even though it is a small company, however organized and with the prospect of reaching a larger market.

1.1 Duties and activities performed during the internship

The student's duties include services related to marketing and communication specific to the CasaNuova - Thilo Besançon winery. For this, an internal analysis of the products and activities offered was carried out, analysis of the competitive market and also developed a direction for the communication. Communication material was developed following a communication plan aligned with the company's new template.

2. CONTEXT

2.1 The History

Casanuova is a company that celebrates its 40th anniversary this year. It started with the realization of a dream of a German and a Dutch couple who were excited to discover the beauties of the region and the possible better life away from the hustle of a big city like Berlin. They moved to the region in the early 80's, with a small child and soon after had another child in Italy.

They began to renovate the large house and adapt it to receive mainly friends, who were also enchanted by the beautiful Tuscany. In the second year, Locanda Casanuova officially opened as a hotel and restaurant business, with local products and a lot of produce from its own garden.

Care with food, production of vegetables without pesticides and in a more sustainable way has always been present in the family's philosophy. Over time, they also started to produce olive oil and wine. The vines and olive trees were replanted in a more adapted and modern way.

Nowadays the parents have retired and this care has been passed on to the next generation who have closely followed the development and the same steps of care both with quality and with customer service.

Casanuova Thilo Besançon is the specific part of wine and olive oil production, which since 2013 bears the name of the eldest son who is responsible for production, as winemaker and agronomist.

The company is divided into some segments such as Locanda (for the lodging part), Fattoria (with the production of local products such as jams and biscuits) and Azienda Agricola (for the wine and olive oil part). All of these are under the Casanuova umbrella.

The name Casanuova came up well before the Besançon family arrived there. It was originally a monastery, then an orphanage and even belonged to the Count of Serristori, a famous Tuscan patrician family, whose coat of arms can still be seen at the main entrance.

As in so many other properties, an agrarian contract was practiced in which the cultivator had the right to half of the products and the owner kept the other part of the production, known as *mezzadria* (sharecropping), according to the research carried out, this technique prioritized quantity over quality in production and the same was true for the grapes, in addition to being planted with different varieties that would also have different moments of maturation, they were harvested together, resulting in low quality wines. (Mocarelli, L. , Vaquero Piñeiro, M., 2019).

This territory work system lasted until the mid-1900s, due to industrial evolution, and made families try to make the most of the land by planting as much as they could. This influenced the Tuscan landscape with olive trees and vineyards planted together in addition to other productions such as grain and animals.

With industrialization, many families began to work outside the home and it was no longer interesting to pay the landowner for production.

With the arrival of the Besançon family, the main activity became the inn, and over time the plantations began to be taken care of, in a more orderly and up-to-date way, but always maintaining organic cultivation. They feature a vegetable garden from which products are used in the kitchen, with seasonal and Tuscan dishes. Another care is to cultivate the gardens, with different flowers but mainly roses. There are more than 50 varieties throughout the property. In addition to forests and a natural lake.

There are currently three and a half hectares dedicated to the vineyard and 1400 olive trees for the production of olive oil.

2.2 Casanuova Thilo Besançon

For as long as people can remember, there have been vineyards in Casanuova. Previously, the grapes were used for own consumption or sold to third parties.

Since 1980 Thierry Besançon has taken over the agricultural part, including the production of wines, under the name Casanuova. Gradually, the management system was changed and

new vines were planted following a new concept, with the vines separated from other plantations and also using different varieties, mainly Sangiovese, which is typical of the region's wines, but also French grapes such as Merlot and Cabernet Sauvignon. The only white variety is Vermentino.

In 2013 the eldest son Thilo Besançon became the winemaker, renewing the techniques, machinery and also fine-tuning the wine to his style, with personal attention to the vines, the wine began to be fermented separately according to soil and microclimate, a greater and careful for a better result in the wines.

Today, four lines of wines are produced annually:



- **Rosso**, which means red in Italian, is the house red wine, made with a blend of all red grapes: Sangiovese, Merlot and Cabernet Sauvignon. It is a balanced wine, with solid tannins and fruit in evidence.

Figure 1: CasaNuova Thilo Besançon Rosso wine bottle



- **Senzamare**, white wine made 100% with the Vermentino grape. A declaration of love in a bottle, as the grape is typical of the region of Sardinia where his wife comes from, and like her, it adapted well in the region, even without the sea close by. The result is a delicate and refreshing wine with well-dosed acidity and complete with wildflower and fruity aromas;

Figure 2: CasaNuova Thilo Besançon Senzamare wine bottle



- **Guardabuoi**, a rosé wine made with 50% Sangiovese grapes and another 50% Merlot grapes. It is dedicated to the heron of the same name that prefers to guard the vines there. The rosy color similar to the famous rosé wines of the French region of Provence is also the same as the bird. A fresh and well-articulated wine, with a strong gastronomic vocation, with a light aroma of rose and red fruits;

Figure 3: CasaNuova Thilo Besançon Guardabuoi wine bottle



- **Altoreggi**: a varietal wine from Sangiovese, with the grapes chosen from the best plots takes the name of where it is located. An elegant and balanced wine, with fine tannins, notes of dry rose, plum and violet. A wine made with perfection with the particularities of its terroir.

Figure 4: CasaNuova Thilo Besançon Altoreggi wine bottle

In addition to these, other wines are also produced in special editions.



- **Rosso Babbo Edition**: In homage to his father's preference, Babbo is the affectionately called father in the region. Produced with a blend of Sangiovese and Merlot grapes, "Babbo Edition" is a wine of great pleasure and balance. Bright ruby red in color, it opens with notes of red fruits and sweet spices, with soft tannins from two years of aging in oak barrels and the characteristic freshness of our territory;

Figure 5: CasaNuova Thilo Besançon Rosso Babbo Edition wine bottle



- **Maxi's Bubbles**: Bubbles play on the palate like little Maxi, a wine made in his name, in honor of the birth of winemaker Thilo's first child. Dressed in an elegant antique gold color, a sparkling rosé made with a classic method. The refermentation in the bottle, obtained with the addition of dry grape must, enriches it with notes of ripe pear and yeast. In the mouth it is smooth and fine, with a fine perlage and good creaminess, marked with flavor that lengthens the wine;

Figure 6: CasaNuova Thilo Besançon Maxi's Bubbles wine bottle



- **Il Passito di Ulla**, is a sweet wine made especially for the matriarch Ulla. Made with passito-style dehydrated Merlot grapes, with a residual sugar well balanced by freshness, flavor and persistent aftertaste. It has notes of cherries in alcohol and dehydrated plum, licorice, a touch of coffee and sweet spices. In a half bottle, 375 ml.

Figure 7: CasaNuova Thilo Besançon Passito di Ulla wine bottle

The wines are mostly sold on site, in their restaurant or for their guests. Some stores and restaurants in the region also sell it or can be found in the online shop.

2.3 Wine Touristic Offer

At the beginning of the internship, one of the tasks was to develop wine tourism programs as options for tourists. However, when analyzing the activities that were already available, it was decided not to create new ones, but to develop and better communicate the existing ones, as they are varied and good options. With the exception of the Altoreggi Verticale Tasting, which was created to emphasize the highest quality wine from the house and show the evolution and difference between the vintages.

Weekly Tour: A tour for the hotel guests that happens once a week made by the winemaker that goes through the main points on the property (entry to the hotel, vineyards, olive trees and winery) with explanation and tasting of a wine at the end;

Tasting “Degustazione in Cantina”: Tasting of 3 organic wines (Senzamare, Guardabuoi and Altoreggi) paired with homemade bread seasoned with olive oil and a tour of the farm between vineyards and olive groves;

Tasting “Degustazione con Snack”: Tasting of 3 organic wines (Senzamare, Guardabuoi and Altoreggi) paired with local cold cuts and homemade bread croutons seasoned with olive oil and a tour of the farm between vineyards and olive groves;

Tasting “Degustazione Altoreggi Verticale”: Special tasting of 4 Sangiovese organic wines from different years paired with homemade bread seasoned with olive oil;

Tasting “Degustazione con Pranzo”: Guided tour of the estate and its vineyards, including the cellar. Following a light lunch with tasting of 3 organic wines (Senzamare, Guardabuoi and Altoreggi).

In addition to options directly related to wine, it's also offered activities such as:

Picnic: A basket with local products as breads, charcuterie, cheeses and homemade jam accompany wine to be enjoyed in the beauties of the gardens;

Cooking Class: A class with typical Tuscan recipes lasting 2 hours and at the end all that was prepared is tasted as a light lunch;

Massage: For those who want to relax and rest there are different massage treatments to recover energy, well-being and balance, lasting 50 minutes;

E-bike: Option for athletes who like to be in direct contact with nature and explore the region is cycling among the hills of Tuscany, following suggested itineraries and pedaling effortlessly, where the beauty of the land can be discovered;

Basketry: For those who like crafts and handmade products while learning about the local culture, have the option of making typical Tuscan baskets. A guided lesson to make an own basket, led by an artist from the region.

2.4 Communication

When analyzing the company's communication, was noticed some noise and room for improvement. An example is that some guests at the CasaNuova hotel did not realize that wine is made in the same place, thus losing the opportunity to attract this customer. Communication in general did not follow a template with the same font, colors and formatting.

In social media, a few posts were made sporadically, without planning or objective.

2.4.1 Website

The CasaNuova Thilo Besançon website is part of the CasaNuova general website.

<https://www.casanuova.info/>

It is in the process of updating, with some content changes, improvements for faster access and SEO (Search Engine Optimization). Change in layout and also easier access to tasting options and online store implementation.

2.4.2 Social Media

The main social networks used by the company are Instagram and Facebook, and there is also a YouTube account.

At this point it is important to mention that there is no specific marketing area in the company and everything is done by people who use these same social networks in a personal way, what usually happens to small businesses, which reflects in the way it is used for the company.

Facebook: The CasaNuova Profile page focused on hospitality, mainly showing the hotel, the landscapes, the events and the restaurant. In the profile description, there was no mention of wine production or winery in the same location. Sporadic and unplanned postings.

Followers:

Most of the audience was made up of women, adults between 35 and 54 years old and Italians, mainly from the region of Florence and Figline Incisa Valdarno in Tuscany where it is located.

Among foreigners, the vast majority were German, followed by the Netherlands, Austria and the United States. The French are in ninth place and the Scandinavians did not appear among the top countries, not making up even one percent, if any.

Gender



Figure 8: Facebook users sex percentage graph

Age

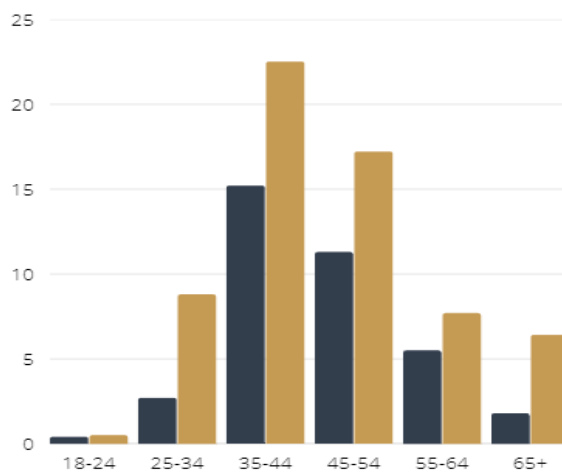


Figure 9: Facebook users age percentage graph

Nationality

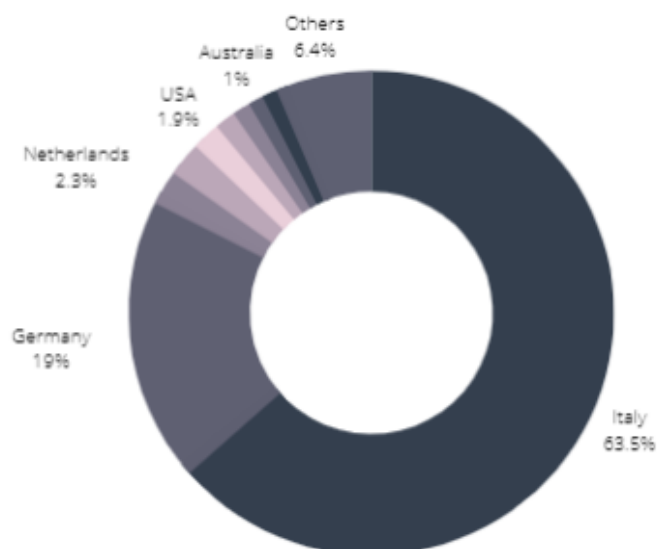


Figure 10: Facebook users nationality percentage graph

To better understand the numbers, it is important to note that there were two different pages for CasaNuova where one of them had lost access. In the end, it was possible to prove the authorship and access it and then it was possible to merge them. As some of the followers were in both, this number was not added but individuals were counted only once. The significant increase, from 573 followers in April to 1.8 thousand, is mainly due to this reason.

Instagram: Recently modified to business account profile, (new access to audience information and other metrics). Did not mention wine or winery in the profile description. Posts are sporadic and unplanned.

Followers: Total of 930 followers. Most of the audience was composed of women (77.3%) adults between 35 and 54 years old and Germans, followed by Italians. The largest audience comes from the town of Figline Incisa Valdarno in Tuscany where it is located (7.4%).

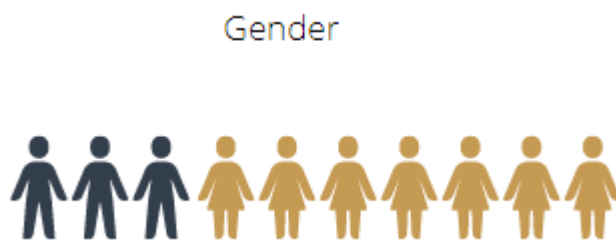


Figure 11: Instagram users sex percentage graph

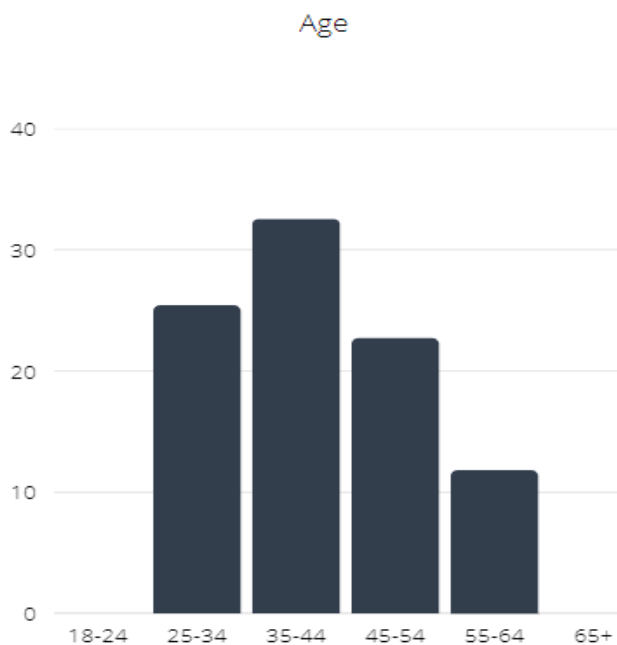


Figure 12: Instagram users age percentage graph

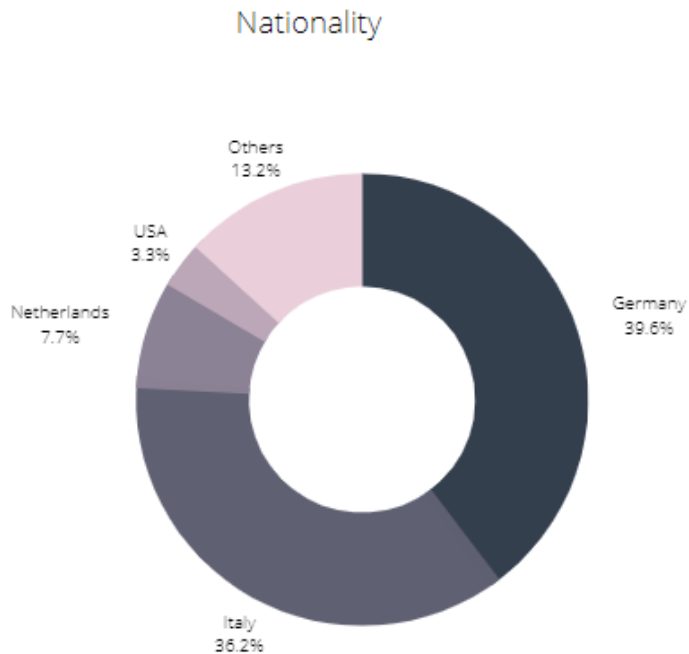


Figure 13: Instagram users nationality percentage graph

Youtube: this profile is not used, only a video of an old interview was found. However it is interesting to keep it as a backlink to the website, if possible it would be good to add new content.

2.5 SWOT Analysis

Table 1.1 - Analysis SWOT

Strengths	Weaknesses
• Biologic; • New Consumers (first visit); • Native German Speaking.	• Communication; • Winery Not Known / Brand Awareness; • Out of <i>Chianti Classico</i> area.
Opportunities	Threats
• Tuscany known Wine Region; • Most of Tourists are Germans; • Revival of Tourism pos pandemic.	• Seasonality; • Current Economic Conditions; • Market Saturation.

Strengths

Biologic: Biologic wines are made from organically produced grapes, without the use of chemicals, in revitalized soils enriched only with organic matter. The demand for organic products is increasing, and the same happens with wines. Many people are looking for a healthier diet and choose to buy food without preservatives or other additives, and for them it

is important to have the seal that approves it to be organic. Casanuova Thilo Besançon has always produced its food and wines this way, without using agricultural additives or even yeast for fermentation, it's all natural. However, they did not see this aspect as a differential, as it has always been like that for them.

New Consumers: Most visitors who take a tour to discover the winery come from the hotel itself, they are guests who searched for the beauties and tranquility of Locanda Casanuova and discovered that there is also a winery there. The positive point of being new visitors, usually on a first visit to a winery and not a usual wine tourist is because everything is new, many do not know how wine is made and have never visited a vineyard. It is an opportunity to make a positive mark and always be remembered as the first experience in this style. They are visitors who have basic doubts and are delighted to learn a little more about the wine process and cycle.

Native German Speaking: As previously mentioned, most tourists in Tuscany are German, as is most of the wine sales. Being a family that speaks the same language natively is a great positive factor, of enchantment and comfort. Many Italians in the region do not welcome foreigners making wine, which is so closely tied to their culture. But in the eyes of visitors it is great, in addition to feeling at home, there is no barrier to understanding in communication.

Weaknesses

Communication: A critical point in the company is communication both internally and externally. But despite being a difficulty, they have the notion of this weakness and search for improvement.

Internal communication: internally it is possible to improve communication through training and material available to all employees. Currently, the information is concentrated in a few people who, due to many functions, cannot pass this content on to others. Small achievements are an example of what can be better communicated, as well as better publicizing products and planning goals.

External communication: lack of communication planning with clear steps and topics. Some things are done with specific subjects, without following a template or clear goals. For example, posts on social networks. Many important and positive points about wines are not communicated to customers, as is the case with the production of certified organic wines, or awards already won. These are small points that can increase authority, generate curiosity in new consumers and attract the attention of critics or spontaneous media.

It was found that some of the guests did not pay attention to the fact that wine was produced on site.

Another example is the lack of storytelling, the labels are very beautiful, with names thought out with meaning, but they could work more on this aspect and create a greater connection between consumer and brand through their stories.

Brand Awareness: As it is a small production family winery, it does not have a known brand. As well as, and also linked to the previous item, there is a lack of planning to publicize the brand and its products and also generate greater engagement.

Out of Chianti Classico area: The Chianti Classico appellation is world-renowned, with the black rooster representing and certifying the brand. Unfortunately the winery's location is a bit far from the edge and it is not authorized to produce the wines with this guardianship. However, it is authorized by the Chianti denomination for its labels, but by choice it prefers to stay as the Tuscany region and not be bound by the rules of the institution.

Opportunities

Tuscany known Wine Region: The Tuscany region is attractive to tourists in its own right, with an image strongly linked to art, wine and summer. Art has been greatly stimulated since the Renaissance and is a reference to this day due to the large amount of works of art and museums in the region. In several movies, the image of a good place to travel was also explored, with positive experiences and generally linked to wine.

The Tuscany region also attracts tourists due to its sites on the UNESCO World Heritage list, in this case there are 7 in the region. which is also an attraction and recognition of significant culture and history.

Most of Tourists are Germans: For a winery from a German family that grew up in Italy, it has the perfect combination to please these visitors. With the ease of communicating directly in the same language and having already integrated into the local culture, this is exactly what tourists like. Other companies in the region try to attract these visitors by offering some material (such as a brochure or translation on the website).

Revival of Tourism pos pandemic: After two years with a sudden drop in visitors due to the covid-19 pandemic, tourism is finally returning and is showing promise. The movement in the city of Florence is already back, with crowded squares and long lines for museums. The same can be seen at the CasaNuova hotel, with high bookings and many guests, groups and families returning to enjoy their vacation.

Threats

Seasonality: The region suffers from high seasonality with extremes, summer with many tourists and winter with almost no travellers. Based on this, many hospitality companies prefer to close their doors in the low season and give their employees vacations or even hire annually on a seasonal basis. Além do menor número de visitantes neste período, também é um momento de maior gasto, principalmente elétrico, para se manter aquecido. Este não é o momento de investir nessa direção, pois os custos aumentaram e são incertos devido à atual invasão russa da Ucrânia, crise cambial, aumento do preço do gás da região e consequente inflação.

Current Economic Conditions: At the present time, if we can say after the coronavirus pandemic (covid-19), many countries are in crisis due to the investment made to keep their population inmates and avoid further contamination, many companies could not resist this period and closed their doors in addition to many employees who were laid off, resulting in a current economic crisis.

Market Saturation: Having a winery in Italy sounds almost redundant, as it was practically a family product that all families produced for their own consumption and some became specialized over time to sell the product to third parties. In this way it can be said that there is practically no barrier to entry for new wineries. It is a highly competitive and saturated market, difficult to compete.

As analyzed, strengths are aspects of great relevance, today the fact that wine production is organic is seen and understood as of higher quality and also as healthier.

Another interesting fact is that currently most visitors are hotel guests who are in principle there to relax, rest and enjoy the region and as a consequence choose to explore activities such as entertainment on the days they have available.

Many are not connoisseurs of wine and drink occasionally, and have never visited a winery before. In parts it seems a little superficial, even in some questions that they ask during the visits, but the most relevant thing is that being the first visit is a great chance to be unforgettable. A blank slate that begins to see the world of wine with different eyes and greater interest and already creates an association and complicity with the brand.

The fact that the German language is natural also generates a connection and better understanding without communication noise.

Regarding weaknesses, communication and lack of brand awareness are critical factors. Regarding communication, a lot was already done but there was no idea or only a few people had this information. With this analysis it became clear that I needed to change some aspects and make the information easier and clearer. Disseminate the news and promote greater contacts with the brand.

Opportunities are general to wineries in the region, and they are competitive advantages for all of them. The fact that Tuscany is known worldwide as a quality wine region generates immediate acceptance and approval for everyone. There is no barrier in trying the wines or visiting the region for this purpose, in addition to being known for its landscape.

The fact that the vast majority of tourists in the region are German, makes so many other wineries try to communicate directly, as the example of the website is also in German.

Among the threats, one fact that affects them all is seasonality. The region is known for sunny days, and a strong connection to summer. The number of tourists in winter drops drastically and forces many businesses to close at this time, which is also the case at CasaNuova.

In general, this analysis shows the strengths that should be highlighted as well as the weaknesses that can be addressed or minimized. There are good opportunities and threats are manageable.

In addition to the lower number of visitors in this period, it is also a time of greater expenditure, mainly electrical, to keep warm. This is not the time to invest in this direction as costs have increased and are uncertain due to the current Russian invasion of Ukraine, currency crisis, increase in gas price from the region and resulting in inflation.

3. METHODOLOGICAL APPROACH

3.1 Data Collection

For a better study and implementation during the internship, several data collection methods were used.

Firstly, a secondary data collection strategy. Several articles, academic papers and books were selected to collect information. In parallel, statistical information was obtained based on the International Organization of Vine and Wine (OIV) and data from the Florence region.

The technique of collecting primary data, on-site research with guests and visits to competitors was also used, as well as netnography for market research. Using these methods, several variables related to wine tourism in the region were studied to better understand and adapt the winery's reality.

3.2 Data Analysis

In order to better understand the winery market in Tuscany, a research was carried out with different options among competitors of different sizes (from small family wineries to large producers), with the main interest in what their official website looks like, their online sales, social networks and wine tourism experiences.

A map was created with the location of the main competitors for better visualization, in this CasaNuova winery is in a different color (yellow) to stand out from the others.

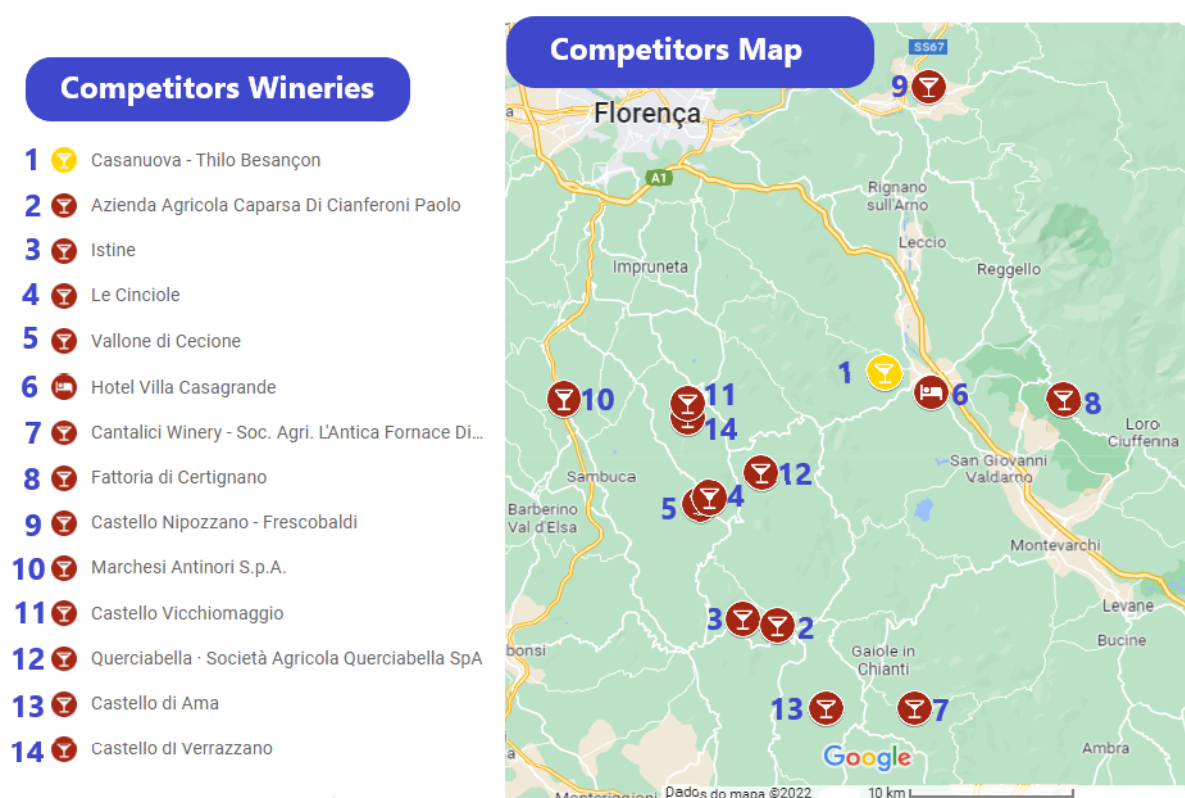


Figure 14: Competitors Wineries List and Map

A table was created with the information of each winery for a better comparison between them. Among the items are location, webpage, information about the page on the internet such as what the language options are, if there is a link to social networks and contact information and also if the wine is sold online. Information about available social networks and how many fans/followers, available reviews about the place, both on Google and TripAdvisor and what the score is. Wine tourism options, prices and online booking.

The complete table can be found at the end in annexes, and data were collected in February.

Through this data, it was possible to compare prices and offers applied in the market, and also the way in which each one of them is presented.

All wineries have at least one second language, English. Among the 19 analyzed, only 5 have the option of the German language. The vast majority also present information about contact and social media on their first page, however this is not all. At the time, only half of them offered online sales of bottles, the CasaNuova Thilo Besançon winery itself did not have this option, but after the update it already has. Overall, the scores in the online reviews are well balanced, at an average of 4.5 out of 5. For the Vivino app, the average was much lower despite a higher volume of votes. Looking specifically at CasaNuova Thilo Besançon, there are few reviews of their wines and some were still with the image of other labels from a different company. Overall, the scores in the online reviews are well balanced, at an average of 4.5 out of 5. For the Vivino app, the average was much lower despite a higher volume of votes. Looking specifically at CasaNuova Thilo Besançon, there are few reviews of their wines and some were still with the image of other labels from a different company. On social media, Facebook and Instagram, some had very outdated posts and were the ones that had less interaction and fewer posts, as expected. Specifically for wine tourism, the visit and tasting options are the most common, however the price of this experience varies a lot. Also, not all offer the option of booking online. From this study, some improvements have already been suggested for activities at the winery, such as a new tasting and changes to social networks. The prices applied are well compatible with the market.

In a second stage, some of these initial wineries were chosen to be visited and analyzed their offers and how they conduct visits and tastings.

At the end of this stage, it was related to the CasaNuova Thilo Besançon winery, with suggestions for adaptations and implementations based on experiences. A presentation was made with photos and explanations of the visits in addition to the printed materials / of each of them.

The wineries chosen to be visited were: Castello Vicchiomaggio, Frescobaldi, Istine, Le Cinciole and Vallone di Cecione.



Figure 15: Map Visited Wineries

Wineries from different cities and different sizes were visited for a good sampling of what is offered to tourists as wine tourism in the region. Wines were tasted on all visits.

Castello Vicchiomaggio: A large sized winery that usually receives many visitors a day, many of the groups arrive by coach. There are several points made for tourists to want to take pictures, known as Instagrammable, such as two large wine barrels at the entrance with the company logo stamped on the lid.

The visit starts in the vineyards, with a short explanation of the soil and grape varieties. Then it continues to the cellar where the types of wines that are produced are explained, a little about the rules of Chianti and a curiosity about the mechanism made to prevent air from entering the barrels, which was invented by Leonardo Da Vinci. It ends in the tasting room, where the store is attached, with various products in addition to the wines and oils themselves, from accessories such as corkscrews to complementary items such as an apron and dishcloth with the company's logo. The wines were served on a plastic sheet with an image of the labels and information about each wine, such as types of grapes, the time it was aged in barrels and even the awards for each one. After the visit, an email was sent requesting an evaluation of the experience, for internal use.

Frescobaldi: The visit to Frescobaldi has a more glamorous air, the environments were more sumptuous with an example of the bathroom or even the tasting room where you really felt inside the castle. The visit starts in the barrel room and goes to the winery, between the environments there are old machines that were used in winemaking and even an old Landini tractor "Testacalda". There was also talk about the invention of Leonardo Da Vinci and many curiosities about the Frescobaldi family, from the history of how they started to produce wines to the tradition of keeping part of bottles from the year in which a baby is born, 100 for girls and 400 for boys, and when they turn 18, they can drink from their own vintage, usually at special moments like weddings. The visit ends in the very formal tasting room, served by a waitress, accompanied by snacks such as cheeses, jams and sausages. Ends at the store where payment is made. There are several wine options including kits with glasses and special packaging in boxes. Some prizes are discreetly placed next to the wine/olive oil.

Istine: Medium-sized winery with production of around 90,000 bottles per year. The beginning of the visit was a tour of the vineyards with an explanation of soil, altitude and sun exposure. At the end, he returned to the starting point for the tasting, which took place in an open place. The evidence sheet has a map with the regions where you have vines and other brands of the group. The wines are organic and a value is given to this. Payment was made at the store, where the entrance has a wall with several items on display and also magazines with articles about the winery.

Le Cincirole: The visit starts at the vines, with an explanation about the care of an organic plantation, pest prevention care, and other sustainable measures such as solar panels. Emphasis was given to the pioneering spirit in being biological and influences the other wineries in the region. The visit continued to the barrel room, where part of the barrels were shown and the form of winemaking explained. At the end, the test was held in a small room with maps and prizes on the walls. The winery is undergoing renovation, building a specific area for a store and wine tasting, but it's not finished yet.

Vallone di Cecione: The smallest of the wineries visited. The visit was made by the winemaker himself in the cellar where he showed the barrels and fermentation tanks and explained the process and differentiation and also showed how the invention of the famous artist Leonardo Da Vinci works. Then proceeded to the vineyards where he carefully showed and explained the way of cultivation, the management of the vineyards and also of the other plantations between the vines, to fertilize and prevent pests in a more natural way. At the end, the wine tasting took place at an outdoor table with an explanation about each wine and also the history of each label and photos on them.

After the visits and market study, specific material was made for the tastings and also illustrated boards to serve as support material for the tours.

Interesting points that were raised, several wineries cited the invention of Leonardo Da Vinci, a world-renowned artist from this region, but there is no proof of his authorship.

Even the smallest wineries receive groups of tourists through partnership with guides or tourism agencies.

Most of the visits ended in the store, thus providing an incentive to buy some wine and increase the average ticket for the experience. All had printed material with more information for the tourist.

4. LITERATURE REVIEW

4.1 Tuscan Region

The winery is located in the heart of Tuscany, about 40 km away from Florence, in a small town called Figline Valdarno. Despite its good location and easy access, it is in the Chianti region but not part of the famous Chianti Classico appellation. Even though it is authorized, it no longer uses the denomination Chianti on its labels, only IGT Toscana (*Indicazione Geografica Tipica*), a choice due to the wide acceptance of the region as a wine reference.

According to Iufereva (2021), Italy has a history of viticulture and wine production that dates back to ancient times. Its geographical features, with the extensive seafront and mountain ranges and foothills, generate a variety of altitudes, climates and soil conditions, with a great diversity of terroirs, grape varieties and wine styles. That makes Italy itself be very much linked to the image of wine, no wonder, according to the OIV (International Organization of Vine and Wine) in 2021 it was the country that produced the most wine (50.2 million hectoliters of wine) and is the third largest in wine consumption (24.2 mhl).

It also stands out in terms of exports, being the second largest exporting country, both in terms of volume (22.2 mhl) and value (7.1 billions €).

It is important to note that the country that imports the most wines is Germany in terms of volume (14.5 mhl) even though it is the seventh largest producer.

4.2 Wine Tourism

Wine tourism can be defined as: *visitation to vineyards, wineries, festivals and wine shows for which tasting grape wines and/or experiencing the attributes of a wine-growing region are the main motivating factors for visitors.* (Hall, 1996)

Wine tourism is still a concept and a product that is still under development. It is the junction of two industries (wine and tourism) that move many economies and that together complement each other. Among the various advantages and disadvantages of ecotourism (Hall, 2004), it is important to list:

- Increased consumer exposure to the product and greater opportunities to sample products;
- Brand awareness and loyalty built through the establishment of links between producer and consumer, and purchase of merchandise with the company's brand;
- Increase in margins through direct sales to the consumer;
- And educational opportunities;
- But also increased costs and management time.

In Italy, wine tourism has spread across the country and in each region it assumes particular importance from the economic, territorial, historical, social and cultural landscape. The Tuscany region is no different, being the third largest wine producing region, behind only Veneto and Emilia Romagna (Iufereva, 2021). This region is divided into ten provinces, namely Arezzo, Florence, Grosseto, Livorno, Lucca, Massa Carrara, Pisa, Pistoia, Prato and Siena.

According to official data from Florence (Città Metropolitana di Firenze), the largest number of tourists come from Germany (68,227 in Chianti in 2021) ahead of the Netherlands (37,070), French (24,610) and North Americans (21,992). These numbers, despite being from the pandemic period with lower tourist visitation, reflect previous years in terms of origin, varying the total.

Many hotels and wineries in the region present their website in the local language (Italian), English and some already offer it in German to contemplate these important visitors.

The motivation to visit a winery depends on several factors, including for an individual it changes in their life stages. (Hall, 2004) The traveler's perceptions comprise three distinct elements: past experiences, preferences and information. In addition to guides, articles in newspapers and magazines, it is important to note that word-of-mouth is a factor of great influence in the decision of travelers about which vineyard to visit.

According to Pine and Gilmore's (1999) experience economy 4Es model (ie educational, esthetic, entertainment, and escapist) related to the wine tourism experience, it allows the consumer to interact directly through tastings or even indirectly by visiting the winery, getting to know the vineyards and terroir and also the stories and techniques of each wine. In the model, there are different interests of tourists and they are directly linked to expectations and satisfaction. Most guests seek tranquility and local landscapes of escapism and aesthetics and, as it is usually the first visit to a winery with a wine tasting, they also end up participating in the educational.

4.3 Biologic Wine

According to the European certification for organic wine, a wine can only be defined as “Organic” when it is produced in accordance with European Commission Regulation (EC) No. 203/2012, that is: in the vignette it is produced from “organic” grapes and in the cellar it is produced using only products and processes authorized by Regulation (EC) No. 203/2012. Until 2012, there were no EU rules or definition of “organic wine”. Only grapes could be certified as organic and only the mention “wine made from organic grapes” was allowed. In February 2012, new EU rules were agreed. The new regulation identified the oenological techniques and substances to be authorized for organic wine, including a maximum level of sulphites (set at 100 mg per liter for red wine and 150 mg/L for white/rosé). It is a product made with the least intervention and the greatest care for quality control as it does not allow corrections.

An organic product label not only conveys information about the environmental benefits of a product, but can also positively influence consumers' perception of its quality and taste.

According to research (Gassler, Birgit; Fronzeck, Carina; Spiller, Achim, 2019) consumer perception of an organic wine tends to increase the perceived quality of a wine, which has led to an increase in the perception of better flavor and also an increase in consumers' willingness to pay (WTP) for this product.

European consumers seem to be positively influenced by organic labeling, when tasting identical wines, they perceive that wines presented as organic are finer and fruitier in flavor, with a smoother texture and better body. In addition, they show a greater willingness to buy.

5. DISCUSSION

5.1 Brand Portfolio

At first, there was a doubt between separating the CasaNuova Thilo Besançon (wine) brands from the Locanda CasaNuova (hotel) brands to generate a direct connection between the consumer and the brand, in addition to the fact that it could be easier to separate the theme in communications.

An audit of the brands was carried out (A. Brandão, 2020) to analyze the structure of the brand and it became clear the importance of CasaNuova as hotels, where the name came from and they have their loyal customers. It was therefore decided to keep the derivative CasaNuova Thilo Besançon under its umbrella but with a clear identity.

5.2 Brand Logo

The logo for the CasaNuova Thilo Besançon winery already existed and was used mostly on product labels and other materials such as packaging and corks.

Priority was given so that the logo was in evidence in all materials made. Use of the logo as a reference for a new communication standard, following the pre-established colors (blue and gold) and fonts (Bodoni and Helvetica neue).

At the time of creating the logo, these fonts were chosen to represent:

Bodoni: Sarifated font, more classic to represent the first generation that came from Germany to Italy. It also generates connection with the house and history of the place;

Helvetica neue: Young font, no sarifa, straight and modern lines representing the new generation of the son who will take over the company. Reference to new products and activities carried out by the company.



Figure 16: Logo CasaNuova Thilo Besançon

To create a pattern and better identification of the brand, all advertising pieces were created following this concept.

For a new way of presenting the company on social media, with the intention of showing a more professional image, we use the reduced logo with the initials of CasaNuova (CN) as the profile picture, following the typology pattern.



Figure 17: CasaNuova Initials for Profile Picture

As seen in a study and market perception, one of the company's strengths is to have certified organic products, but because it is such a standardized concept in the company, this differential was not paid attention to. For this, the seal was used in communication materials to better inform customers of this care in the handling and preparation of wines.



Figure 18: Biologic Product Stamp

5.3 Applications

As an initial communication strategy, materials were prepared for internal communication, for hotel guests and wine tourism tourists. As external communication, a brochure was prepared about the wines, about the experiences that can be had at CasaNuova and also created communication standards in social media.

Internal communication:

- Promotion of the winery among guests:

An initial concern was that some guests even being in the place did not realize that they also produce wine. To better promote and publicize in a subtle way, a welcome letter was prepared (with an option in three different languages: Italian, English and German). The letter is signed with the logo of the CasaNuova Thilo Besançon winery and in addition to mentioning the production of wines on site, a key chain with a stopper with the winery's logo was also prepared. This serves as a small gift and also a way to easily relate to wine and take it with you in other environments, possibly promoting the brand.

It is worth mentioning that guests are offered a weekly tour with a presentation of the vineyards and winery, as well as a wine tasting at the end.

- Creation of material for wine tourism visits:

Bearing in mind that most visitors are first-time visitors to a winery, their interests, knowledge and questions are different and often more basic than those of wine tourists. For this, some specific materials were developed to better illustrate some parts of the process, such as how the vine cycle is throughout the year, so that the tourist can follow in loco the stage and what is expected at that moment;

Also a board explaining how the wine is made in the cellar, from the entry of the grapes to the exit of the bottles.

For the vineyards, a special explanation about the grape planted there, in the case of Sangiovese and its characteristics from leaves, bunches and aromatic notes and harmonica with local foods. A specific board was also prepared for plants used between vines to improve the soil, aerate the land and provide more nutrients, used in organic production.

One way to show that organic production is more natural and better for the environment was to implement an insect hotel (box with materials that attract insects to make their homes) next to the vineyard.

For the tasting, a placemat was created with the logo and also a link to social networks. The positions of the glasses were delimited and inside a QRcode with a link to the store page where there is a detailed description of each wine.

External communication:

- Creation of brochure:

Two brochures were created to externally publicize both the products and the activities that can be carried out on site.

For the products, the A4 size folder with two folds emphasizes the three most visible wines of the house: Senzamare, Guardabuoi and Altoreggio. In addition to tasting and pairing notes, the material also indicates that there are more wine options;

For activities, the A3 size folder with two folds presents the various tasting options that can be made and also on-site activities such as picnic, massage, cooking class with Tuscan food, bike ride and production of typical handmade baskets.

- Communication standard in social media:

A study of social networks was carried out, and a form of posting was established. Using the brand's fonts and colors and a pattern for the posts. A new profile image that refers directly to the CasaNuova company.

A LinkedIn profile was also created to advertise new job vacancies, which were made on social networks. This profile will also be used for the dissemination of articles and reports about CasaNuova to highlight and better publicize it.

All materials have a modern and attractive design, following the new language established for the brand.

6. CONCLUSION

It is important to emphasize that the time available to analyze, implement and evaluate the results was very short, as it only lasted the months of the student's internship at the winery. More time would be needed for better contributions and adaptations.

During the entire internship period, the student was open to innovations and improvement implementations, sometimes it takes time to change something that is already done in a way, but they were always open to receive these suggestions.

Much of what was implemented was the practice of studies throughout this master's degree, with lessons on the market, consumer behavior, marketing and communication.

Personally, putting what I learned into practice and seeing some results already was gratifying and flattered by the time I worked at CasaNuova Thilo Besançon, mainly because I had direct contact with him and seeing his passion and pride in his wine, made me really want more people have access to their products and to this beautiful place.

In the end, even knowing that not everything was possible to be implemented, some steps have already been taken towards a new direction in a solid and positive way. I am grateful and wish the winery success.

7. ACKNOWLEDGEMENTS

This project was developed within the scope of the Erasmus Mundus Master in Innovation in Wine Tourism (WINTOUR), funded by the Erasmus+ Program of the European Union. The student Giovana de Pardo Mêo, was an Erasmus+ fellow assigned to the WINTOUR program. This publication "Communication on Wine Tourism in a Tuscany Winery" reflects the views of the author only, and the Commission cannot be held responsible for any use that may be made of the information contained therein.

8. BIBLIOGRAPHY

8.1 WEBSITES

Casanuova discovering the magical atmosphere of Tuscany. Locanda e fattoria Casanuova. (2020, December 21). Retrieved April 15, 2022, from <https://www.casanuova.info/>

How the OIV of the future will look like - ppt Press Conference 2022. (2022, April 26). Retrieved May 20, 2022, from <https://www.oiv.int/js/lib/pdfs/web/viewer.html?file=/public/medias/8773/pptpress-conf-2022-4-def.pdf>

Movimenti Turistici e consistenza delle Strutture Ricettive. Città Metropolitana di Firenze. (2022, March 29). Retrieved April 25, 2022, from <https://www.cittametropolitana.fi.it/turismo-2/movimenti-turistici-e-consistenza-delle-strutture-ricettive/>

Organic production and products. European Commission - European Commission. (2022, March 14). Retrieved April 18, 2022, from <https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/organic-production-and-products>

8.2 PAPERS

Brandão, A., Sousa, J.C.C. and Rodrigues, C. (2020), "A dynamic approach to brand portfolio audit and brand architecture strategy", *European Business Review*, Vol. 32 No. 2, pp. 181-210. <https://doi.org/10.1108/EBR-12-2018-0206>

Hall, C.M. (1996). Wine tourism in New Zealand. In *Proceedings of Tourism - Down Under 11: A Tourism Research Conference*, pp. 109-19. University of Otago

Gassler, Birgit; Fronzeck, Carina; Spiller, Achim (2019). *Tasting organic: the influence of taste and quality perception on the willingness to pay for organic wine*. *International Journal of Wine Business Research*, 31(2), 221–242. doi:10.1108/IJWBR-09-2017-0062

Iufereva AS *Wine tourism in Tuscany, Italy: brands, territory and cultural heritage* / AS Iufereva. - Text: direct // Strategies for the development of social communities, institutions and territories: materials of the VII International Scientific and Practical Conference. Yekaterinburg, April 19–20, 2021: in 2 volumes - Yekaterinburg: Ural Publishing House. un-ta, 2021. (pp 397-402).

Mocarelli, L. , Vaquero Piñeiro, M. (2019) S. A. Conca Messina et al. (eds.), *A History of Wine in Europe, 19th to 20th Centuries, Volume I*, Palgrave Studies in Economic History, https://doi.org/10.1007/978-3-030-27772-7_9

Moya, K. V. & Lucas, M. R. (2021). Comportamento do consumidor português de vinho biológico. *Revista de Economia e Sociologia Rural*, 59(1), e238888. <https://doi.org/10.1590/1806-9479.2021.238888>

Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105

8.3 BOOKS

Hall, C.M (2004). 1 Wine tourism: an introduction. In *Wine Tourism Around the World: Development, management and markets* (pp. 1–23). essay. Elsevier Butterworth-Heinemann. ISBN 0 7506 4530 X

9. ANNEXES

A.1 TABLES - Competitive Wineries Analysis Table in Tuscany

	A	B	C	D	E	F	G	H
1								
2	Winery	Local	Size Bottles	Website				
3				Languages	Contact 1st Pg	Buy Bottle	Social Media	
4	Casanuova – Thilo Besançon	Figline Incaisa Valdarno (FI)	10.000	www.casanuova.info	It / En / Ger	Yes	No	Yes
5	Caparsa	Radda in Chianti (SI)	35.000	www.caparsa.it	It / En	Yes	No	Yes
6	Istine	Radda in Chianti (SI)	30.000	www.istine.it	It / En	Yes	No	Yes
7	Podere Le Cinciole	Panzano in Chianti (FI)	45.000	www.lecinciole.it	It / En	Yes	No	Yes
8	Vallone di Cecione	Panzano in Chianti (FI)	19.000	www.livallonedicecione.it	It / En	Yes	Yes	No
9	Villa Casagrande	Figline Incaisa Valdarno (FI)		www.villacasagrande.it	It / En	Yes	No	No
10	Cantalici Winery	Gaiole in Chianti (SI)		www.cantalici.it	It / En	Yes	Yes	Yes
11	Fattoria di Certignano	Castelfranco Pisanò (AR)		www.certignano.it	It / En	No	No	No
12	Cantuccio del Vino	Laterina (AR)		www.cantucciodelvino.it	It / En	Yes	Yes	Yes
13	Castello di Nipozzano – Frescobaldi	Pelago (FI)		www.frescobaldi.com	It / En / Ger / Jap / Fr / Rus	Yes	No	No
14	Marchesi Antinori	San Casciano in Val di Pesa (FI)		www.antinori.it	It / En / Ger	No	Yes	No
15	Castello Vicchiomaggio	Greve in Chianti (FI)		www.vicchiomaggio.it	It / En / Chi	Yes	Yes	Yes
16	Agricola Querciabella	Greve in Chianti (FI)	270.000	www.querciabella.com	It / En	Yes	Yes	Yes
17	Castello di Ama	Gaiole in Chianti (SI)		www.castellodiama.com	It / En	No	Yes	No
18	Castello di Verrazzano	Greve in Chianti (FI)		www.verrazzano.com	It / En / Ger	Yes	Yes	Yes
19	Fattoria La Palagina	Figline Incaisa Valdarno (FI)		https://fattorialapalagina.it	It / En / Ger / Hol	No	Yes	Yes

	A	I	J	K	L	M	N
1							
2	Winery	Google		TripAdvisor		Vivino	
3		Score	Review	Score	Review	Score	Review
4	Casanuova – Thilo Besançon	CN 4,7 / TB 4,4	CN 86 reviews / TB 9 rev	CN 4,5	44 reviews	4	99
5	Caparsa	4,9	30 reviews			3,9	4.197
6	Istine			4,5	2 reviews	3,7	4.045
7	Podere Le Cinciole	5	22 reviews	5	2 reviews	3,8	3.648
8	Vallone di Cecione	4,9	38 reviews	5	41 reviews	4	1.628
9	Villa Casagrande	4,5	857 reviews	4	1429 reviews	3,9	706
10	Cantalici Winery	4,8	107 reviews	5	125 reviews	4	3.788
11	Fattoria di Certignano	4,4	31 reviews	3,3	21 reviews		
12	Cantuccio del Vino	4,8	62 reviews	5	81 reviews		
13	Castello di Nipozzano – Frescobaldi	4,7	339 reviews	5	112 reviews	3,6	85.075
14	Marchesi Antinori	4,3	57 reviews	4,5	960 reviews	4,1	687.190
15	Castello Vicchiomaggio	4,6	186 reviews	4,5	98 reviews	3,9	19.001
16	Agricola Querciabella	4,8	34 reviews	5	20 reviews	3,9	9.963
17	Castello di Ama	4,5	200 reviews	4,8	180 reviews	3,9	13.565
18	Castello di Verrazzano	4,7	644 reviews	4,5	1379 reviews	4,1	236
19	Fattoria La Palagina	4,6	135 reviews	4	40 reviews	3,3	355
20							

	A	O	P	Q	R	S	T	U
1								
2	Winery	Facebook				Instagram		
3		Score	Review	Likes	Last Post		Followers	Last Post
4	Casanuova - Thilo Besançon	CN 5 / LFC 5	CN 46 / LFC 572	CN 1427 / LFC 572	CN 1106/21 LFC 7102/22	@locanda_casanuova	852	22/12/21
5	Caparsa	5	26 reviews	1513 likes	09/10/19	@caparsawinery	2.617	15/02/22
6	Istine	5	12 reviews	2302 likes	14/02/22	@istine_raddainchianti	2.752	08/11/21
7	Podere Le Cinciole			1453 likes	17/01/22	@lecinciole	1.065	17/01/22
8	Vallone di Cecione			1461 likes	25/12/21	@vallone_di_cecione_	2.086	25/12/21
9	Villa Casagrande	4,6	1147 reviews	5415 likes	16/02/22	@villacasagrande	2.460	01/01/22
10	Cantalei Winery	5	62 reviews	2284 likes	16/02/22	@cantaleiwine	1.771	14/02/22
11	Fattoria di Certignano					@certignano	26	
12	Cantuccio del Vino					@cantuccio_del_vino	386	29/07/18
13	Castello di Nipozzano - Frescobaldi	4,1	144 reviews	163.979 likes	16/02/22	@frescobaldini	47.000	16/02/22
14	Marchesi Antinori			51.216 likes	15/02/22	@marchesiantinori	111.000	14/02/22
15	Castello Vicchiomaggio	4,9	252 reviews	8214 likes	14/02/22	@castellovicchiomaggio	9.111	14/02/22
16	Agricola Querciabella	5	8 reviews	3488 likes	17/02/22	@querciabella	7.647	11/02/22
17	Castello di Ama			9402 likes	12/02/22	@castellodiam	14.600	11/02/22
18	Castello di Verrazzano	4,9	505 reviews	11068 likes	04/02/22	@verrazzano_castello	6.368	04/02/22
19	Fattoria La Palagina	5	34 reviews	2756 likes	27/02/22	@fattoria_la_palagina	4.466	27/02/22
20								

	A	V	W	X	Y
1					
2	Winery	WineTourism			
3			Options	Book Online	Price
4	Casanuova - Thilo Besançon	Yes	Visiting / Tasting	Yes / No	112 - 35
5	Caparsa	Yes	Visiting / Tasting	No	120 /p
6	Istine	Yes	Visiting / Tasting	No	
7	Podere Le Cinciole	Yes	Visiting / Tasting	No	
8	Vallone di Cecione	Yes		No	
9	Villa Casagrande	Yes	Tasting	Yes / No	119 /p 2h
10	Cantalei Winery	Yes	Tasting	Yes	110 - 20 (4 to 8 wines)
11	Fattoria di Certignano			No	
12	Cantuccio del Vino			No	
13	Castello di Nipozzano - Frescobaldi	Yes		No	
14	Marchesi Antinori	Yes	Visiting / Tasting	Yes	135 /p (museum free)
15	Castello Vicchiomaggio	Yes	Visiting / Tasting	Yes	117 - 32 (lunch 152)
16	Agricola Querciabella	Yes	Visiting / Tasting	Yes / No	
17	Castello di Ama	Yes	Visiting / Tasting	Yes	165 - 190
18	Castello di Verrazzano	Yes	Visiting / Tasting	Yes	124 - 68
19	Fattoria La Palagina	Yes	Visiting / Tasting	Yes	115 - 55
20					

A.2 IMAGES - Printed Materials Prepared for Promotion of CasaNuova Thilo Sesançon Winery

A.2.1 FOLDER WINES



Senzamare IGT Tuscany Vermentino vermentino	CASANUOVA <i>Luigi Besençon</i> Guardabuoi IGT Tuscany Rosato sangiovese Merlot	Altoreggi IGT Toscana Sangiovese sangiovese
Un vermentino secco, marcato, che grazie alla fermentazione spontanea e all'affinamento in acciaio porta nel bicchiere tutta l'essenza di Altoreggi. Puri di campo, melo e pampaloso accompagnano a dinamica e slancio la linea, rhythm of un'isola. Ben deciso and complete of a subtle Italian taste. Made with Vermentino, a grape that is typically grown on the coast, here it finds itself far from the water, hence Senzamare. Thanks to spontaneous fermentation and aging in steel tanks, all the essence of our terrain is in the glass. Whistlers, apple and grapefruit accompany a dynamic and slender drink, punctuated by a well-defined acidity and completed by a subtle Italian appeal.	Dedicato al Guardabuoi, uva che si accompagna in vigna e cantina da un blend di Sangiovese e Merlot Vermentino. In bianco, è un rosato che estrae l'essenza di Altoreggi per guidare, calore e brillantezza. Immediata e invitante. If you present your taste of rose, you'll find a glass of fruit and light. In mouth it is light, fresh and well articulated, with a pleasant gastronomic sensation. A rose with the delicate color of the Guardabuoi heron. Obtained from a blend of Sangiovese and Merlot Vermentino. In white, it is a rose that extracts the essence of Altoreggi for discipline, color and brilliance. Immediate and inviting. It opens on notes of dry rose, small red fruits and rose garden. In the mouth, it is lively, fresh and well articulated, with a strong gastronomic sensation.	Sangiovese in purezza, nasce dal nome della località in cui si trova, Altoreggi, dove si trova la vigna che dà origine al vino. È un Sangiovese che estrae l'essenza di Altoreggi per guidare, calore e brillantezza. Immediata e invitante. If you present your taste of rose, you'll find a glass of fruit and light. In mouth it is light, fresh and well articulated, with a pleasant gastronomic sensation. This wine takes the name of the area in which it is grown and presents all the local characteristics. It is made of 100% Sangiovese, obtained from the best estate grapes. It is the purest expression of our terrain, a wine on the edge, between notes of dried rose, pomegranate and plum, adorned with balsamic notes and a light sweet spice. Followed by a fine and elegant touch, the style is expressive, graceful and elegant.
And many more to be discovered from exploring to sweet wines.		

A.2.2 FOLDER ACTIVITIES

LA BELLEZZA DELLA SEMPLICITÀ

LA LOCANDA CASANUOVA OFFERS THE MOST EXQUISITE HOSPITALITY WITH AN ATTENTIVE AND DISCREET SERVICE. TROVAREI UN BALANCE BETWEEN COMFORT AND TYPICAL FLORENTINE STYLE. CERCANDO LA MASSIMA QUALITÀ IN TUTTO CIÒ CHE PRODUCCIAMO, DALLA VINO E VINO DALLE OLIVE PER L'OLIO D'OLIVA, ALLE VINO E VINO DALLE OLIVE PER L'OLIO D'OLIVA, ALLE VINO E VINO DALLE OLIVE PER L'OLIO D'OLIVA.

LOCANDA CASANUOVA OFFERS THE MOST EXQUISITE HOSPITALITY WITH ATTENTIVE AND DISCREET SERVICE. YOU WILL FIND A BALANCE BETWEEN COMFORT AND TYPICAL FLORENTINE STYLE. WE SEEK THE HIGHEST QUALITY IN EVERYTHING WE PRODUCE, FROM THE OLIVE OIL TO THE VINO, OLIVE OIL TO THE VINO, OLIVE OIL TO THE VINO.

VISIT US

VIA DEI BASSI, 100 50100 CASANUOVA (MC)

TEL: 0542 400001

EMAIL: info@casanuova.info

FACEBOOK: [casanuova](https://www.facebook.com/casanuova)

INSTAGRAM: [casanuova](https://www.instagram.com/casanuova)

WEBSITE: www.casanuova.info

CASANUOVA

VACANZE SEMINARI EVENTI

ENO TOURISM

TASTING IN CANTINA

Experience the art of wine tasting in a unique setting. In the cellar, you will learn about the history of the vineyard and the production process. The cellar is a place where the wine is stored and where the wine is tasted.

TASTING WITH SNACK

Experience the art of wine tasting in a unique setting. In the cellar, you will learn about the history of the vineyard and the production process. The cellar is a place where the wine is stored and where the wine is tasted.

DEGUSTAZIONE ALCANTARE VERTICALI

Experience the art of wine tasting in a unique setting. In the cellar, you will learn about the history of the vineyard and the production process. The cellar is a place where the wine is stored and where the wine is tasted.

TASTING WITH PRANZO

Experience the art of wine tasting in a unique setting. In the cellar, you will learn about the history of the vineyard and the production process. The cellar is a place where the wine is stored and where the wine is tasted.

LA NOSTRA STORY

CASANUOVA

Casanova is a company that celebrates its 10th anniversary this year. It is a company that is dedicated to the production of high-quality wine. The company is located in the heart of the vineyard and is surrounded by the vineyard.

RECAP

Casanova is a company that celebrates its 10th anniversary this year. It is a company that is dedicated to the production of high-quality wine. The company is located in the heart of the vineyard and is surrounded by the vineyard.

ACTIVITY

COOKING CLASS

Experience the art of wine tasting in a unique setting. In the cellar, you will learn about the history of the vineyard and the production process. The cellar is a place where the wine is stored and where the wine is tasted.

MASSAGE

Experience the art of wine tasting in a unique setting. In the cellar, you will learn about the history of the vineyard and the production process. The cellar is a place where the wine is stored and where the wine is tasted.

E-BIKE

Experience the art of wine tasting in a unique setting. In the cellar, you will learn about the history of the vineyard and the production process. The cellar is a place where the wine is stored and where the wine is tasted.

BASKETRY

Experience the art of wine tasting in a unique setting. In the cellar, you will learn about the history of the vineyard and the production process. The cellar is a place where the wine is stored and where the wine is tasted.

PICNIC

Experience the art of wine tasting in a unique setting. In the cellar, you will learn about the history of the vineyard and the production process. The cellar is a place where the wine is stored and where the wine is tasted.

A.2.3 PLACEMATS




CASANUOVA

The 10th Anniversary

www.casanuova.info

[@casanuova](https://www.facebook.com/casanuova)

[@casanuova](https://www.instagram.com/casanuova)

Sanamero

Sanamero



Guardabassi

Guardabassi



Altoreggi

Altoreggi



Chio Bello

Chio Bello



A.2.4 TOUR INFORMATION BOARDS

